

STATE HIGHLIGHTS

Wisconsin

Long-distance trips account for a significant amount of travel and include a large share of American households. This travel has economic, social and environmental consequences.

- During 1995, about 80 percent of the households in Wisconsin took one or more long-distance trips to a destination 100 or more miles away. Wisconsin households travel the same as the national average which is about 80 percent of all households.
- Travelers who live in Wisconsin took 26.4 million person-trips, an average of 5.7 trips and 3,633 miles per traveler. Visitors to Wisconsin took 26.1 million person-trips, an average of 5.3 trips and 2,766 miles per traveler.
- The number of trips per visitor to Wisconsin has remained the same since 1977, and the number of miles per visitor has grown 14 percent. On average in the United States, the number of trips per traveler has grown 20 percent and the number of miles has increased 39 percent since 1977.
- People who live in Wisconsin take 5.3 car trips per traveler compared with 2.1 airplane trips per traveler, however more miles per traveler are by air (4,151 miles) than by car (2,536 miles).
- Travelers from Wisconsin who live in households with incomes less than \$25,000 travel less often than travelers in households with incomes greater than \$50,000, about 4.3 trips per traveler compared with 6.6 trips per traveler.
- The most popular destination states for travelers who live in Wisconsin are Illinois, Minnesota and Michigan. Illinois, Minnesota and Michigan also are the most popular origin states for travelers to Wisconsin.

Table 1. Travel Characteristics for Wisconsin and the United States: 1977 and 1995

	Wisconsin			United States		
	1977	1995	Percent change	1977	1995	Percent change
People who live in area						
Percent traveling households	71	80	12.8	72	80	10.8
Trips per household	5.1	6.6	29.4	4.1	5.5	34.1
Trips per traveling household	7.2	8.2	13.9	5.7	6.9	21.1
Trips per capita	3.2	5.2	62.5	2.4	4.0	66.7
Trips per traveler	NA	5.7	NA	4.0	4.8	19.0
Miles per traveler	NA	3,633	NA	2,836	3,943	39.0
Miles per trip	NA	640	NA	709	827	16.6
People who visit area						
Trips per traveler	5.3	5.3	0.0	4.0	4.8	19.0
Miles per traveler	2,429	2,766	13.9	2,836	3,943	39.0
Miles per trip	461	518	12.4	709	827	16.6

Note: Data are estimates based on a sample and subject to error; 1995 data are preliminary.

Source: U.S. Department of Transportation, Bureau of Transportation Statistics, 1995 American Travel Survey unpublished tables; U.S. Department of Commerce, Bureau of the Census, 1977 National Travel Survey, TC77-N-2.



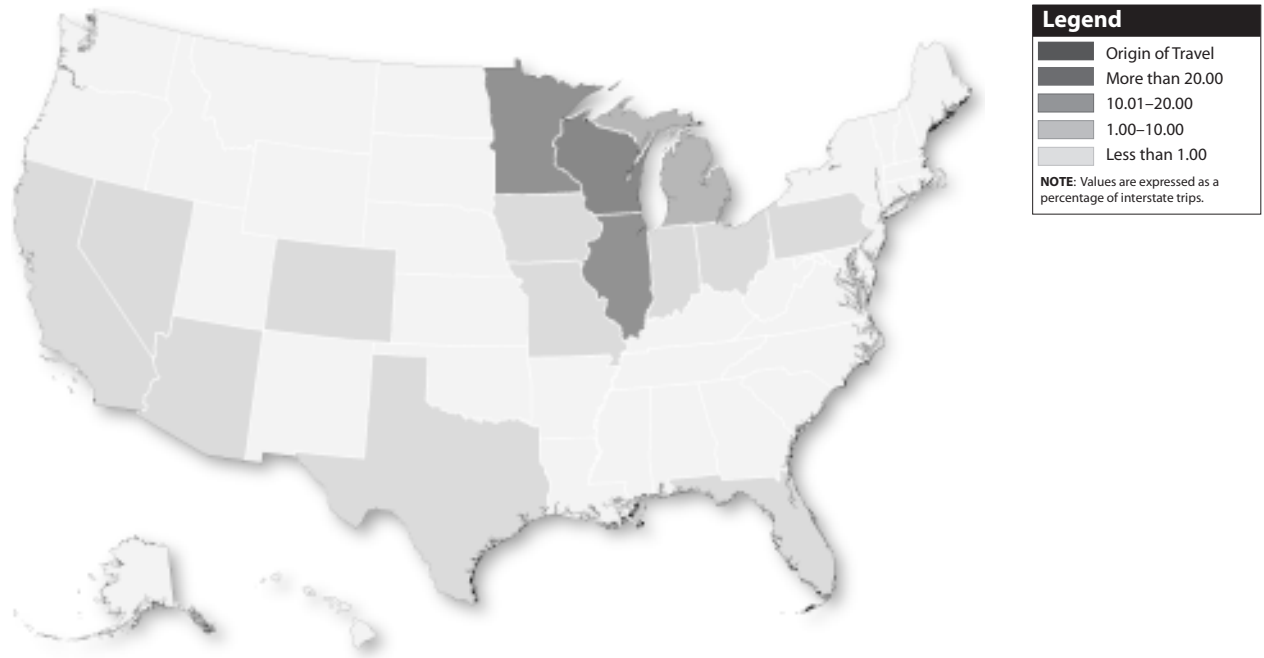
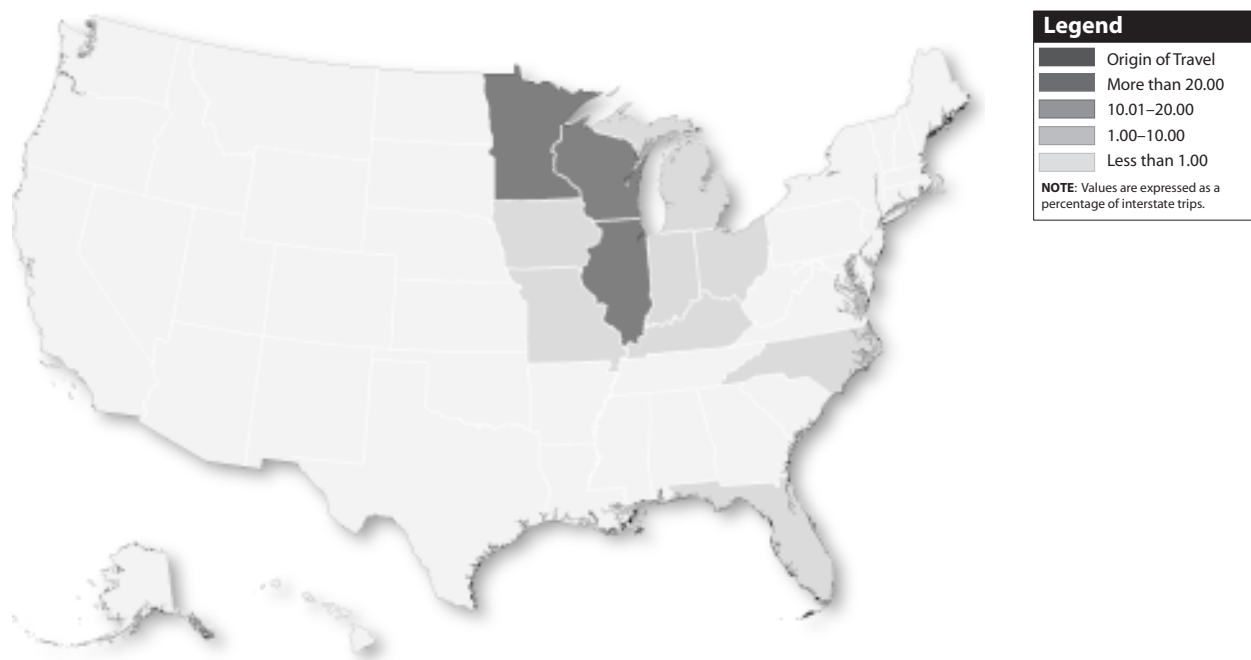


Table 2. Origin States of People Who Visit Wisconsin (In thousands)

TRIPS WITHIN WISCONSIN		14,023		
Alabama	4		Missouri	181
Alaska	9		Montana	9
Arizona	47		Nebraska	81
Arkansas	53		Nevada	11
California	59		New Hampshire	5
Colorado	56		New Jersey	18
Connecticut	39		New Mexico	29
Delaware	3		New York	110
District of Columbia	4		North Carolina	255
Florida	194		North Dakota	51
Georgia	23		Ohio	263
Hawaii	3		Oklahoma	89
Idaho	14		Oregon	20
Illinois	4,892		Pennsylvania	61
Indiana	267		Rhode Island	7
Iowa	703		South Carolina	25
Kansas	51		South Dakota	35
Kentucky	147		Tennessee	42
Louisiana	16		Texas	83
Maine	9		Utah	11
Maryland	23		Vermont	3
Massachusetts	33		Virginia	53
Michigan	954		Washington	48
Minnesota	2,911		West Virginia	30
Mississippi	14		Wyoming	10

Note: Data are estimates based on a sample and subject to error. Symbol — represents zero or rounds to zero.

Source: U.S. Department of Transportation, Bureau of Transportation Statistics, 1995 American Travel Survey unpublished tables.

**Table 3. Destination States of People Who Live in Wisconsin (In thousands)**

TRIPS WITHIN WISCONSIN		14,023	
Alabama	40	Missouri	249
Alaska	21	Montana	48
Arizona	176	Nebraska	81
Arkansas	37	Nevada	229
California	226	New Hampshire	6
Colorado	149	New Jersey	23
Connecticut	31	New Mexico	22
Delaware	9	New York	101
District of Columbia	75	North Carolina	82
Florida	510	North Dakota	42
Georgia	92	Ohio	221
Hawaii	15	Oklahoma	26
Idaho	14	Oregon	28
Illinois	3,117	Pennsylvania	168
Indiana	458	Rhode Island	3
Iowa	642	South Carolina	34
Kansas	67	South Dakota	92
Kentucky	50	Tennessee	94
Louisiana	64	Texas	179
Maine	27	Utah	26
Maryland	26	Vermont	3
Massachusetts	104	Virginia	63
Michigan	1,277	Washington	30
Minnesota	2,632	West Virginia	8
Mississippi	31	Wyoming	36

Note: Data are estimates based on a sample and subject to error. Symbol—represents zero or rounds to zero.

Source: U.S. Department of Transportation, Bureau of Transportation Statistics, 1995 American Travel Survey unpublished tables.

Table 4. Travel Rates by Trip and Traveler Characteristics for Wisconsin: 1995

	Person trips [†]	Number of travelers [†]	Trips per traveler	Miles [*]	Miles per traveler	Miles per trip
PEOPLE WHO LIVE IN AREA	26,421	4,635	5.7	16,902	3,633	640
Means of transportation						
Personal use vehicle	23,046	4,357	5.3	11,049	2,536	479
Commercial air	2,748	1,305	2.1	5,418	4,151	1,972
Intercity bus	41	24	1.7	32	1,322	778
Train	36	35	1.1	18	530	507
Other	551	300	1.8	384	1,279	698
Main purpose						
Business	4,976	1,101	4.5	3,789	3,442	762
Visit friends or relatives	8,335	2,727	3.1	5,037	1,847	604
Leisure	8,977	2,886	3.1	6,065	2,102	676
Other	4,134	1,917	2.2	2,009	1,048	486
Income						
Less than \$25,000	4,219	986	4.3	2,335	2,368	554
\$25,000 to \$49,999	10,073	1,969	5.1	6,110	3,104	607
\$50,000 or greater	12,130	1,837	6.6	8,456	4,604	697
Age						
Less than 24	6,626	1,561	4.2	3,774	2,418	570
25 to 64	17,593	2,674	6.6	11,638	4,353	662
65 and over	2,202	493	4.5	1,490	3,021	677
Gender						
Male	15,018	2,375	6.3	9,576	4,032	638
Female	11,404	2,259	5.1	7,326	3,243	642
PEOPLE WHO VISIT AREA	26,081	4,921	5.3	13,502	2,766	518
Means of transportation						
Personal use vehicle	24,067	4,223	5.7	10,670	2,527	443
Commercial air	1,384	489	2.8	2,315	4,735	1,672
Intercity bus	21	5	4.5	12	2,564	574
Train	20	9	2.1	36	3,796	1,783
Other	588	195	3.0	468	2,405	796
Main purpose						
Business	4,231	834	5.1	2,660	3,189	629
Visit friends or relatives	8,941	2,098	4.3	5,129	2,444	574
Leisure	9,020	2,164	4.2	3,888	1,797	431
Other	3,889	1,155	3.4	1,825	1,581	469
Income						
Less than \$25,000	3,393	708	4.8	1,638	2,314	483
\$25,000 to \$49,999	11,199	2,100	5.3	5,672	2,701	506
\$50,000 or greater	11,490	2,040	5.6	6,193	3,035	539
Age						
Less than 24	6,049	1,335	4.5	2,896	2,169	479
25 to 64	17,667	3,044	5.8	9,228	3,032	522
65 and over	2,365	469	5.0	1,378	2,938	583
Gender						
Male	14,866	2,595	5.7	7,960	3,067	535
Female	11,216	2,209	5.1	5,541	2,509	494

Note: Data are estimates based on a sample and subject to error; 1995 data are preliminary. Symbol—represents zero or rounds to zero. [†]Numbers in thousands. *Numbers in millions.

Source: U.S. Department of Transportation, Bureau of Transportation Statistics, 1995 American Travel Survey unpublished tables.

